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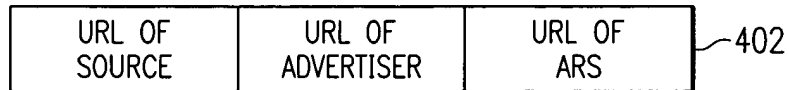
PATH A: SOURCE TO ARS

FIG. 4a



PATH B: ARS TO SOURCE

FIG. 4b



PATH C: SOURCE TO ADVERTISER

FIG. 4c



PATH D: ADVERTISER TO SOURCE

FIG. 4d



PATH E: ARS TO ADVERTISER (OPTIONAL)

FIG. 4e

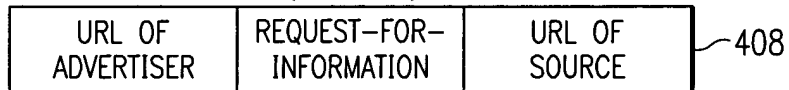
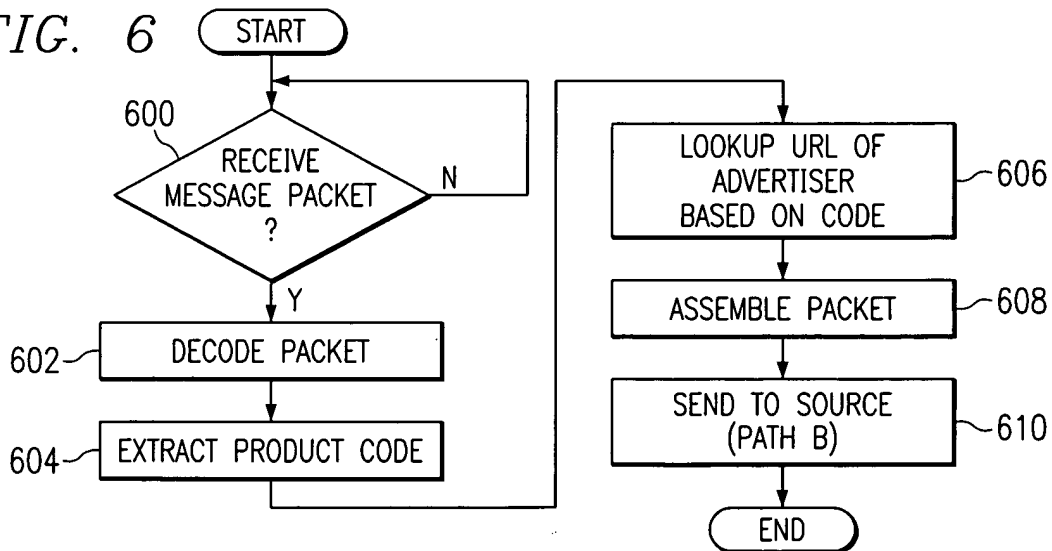


FIG. 6



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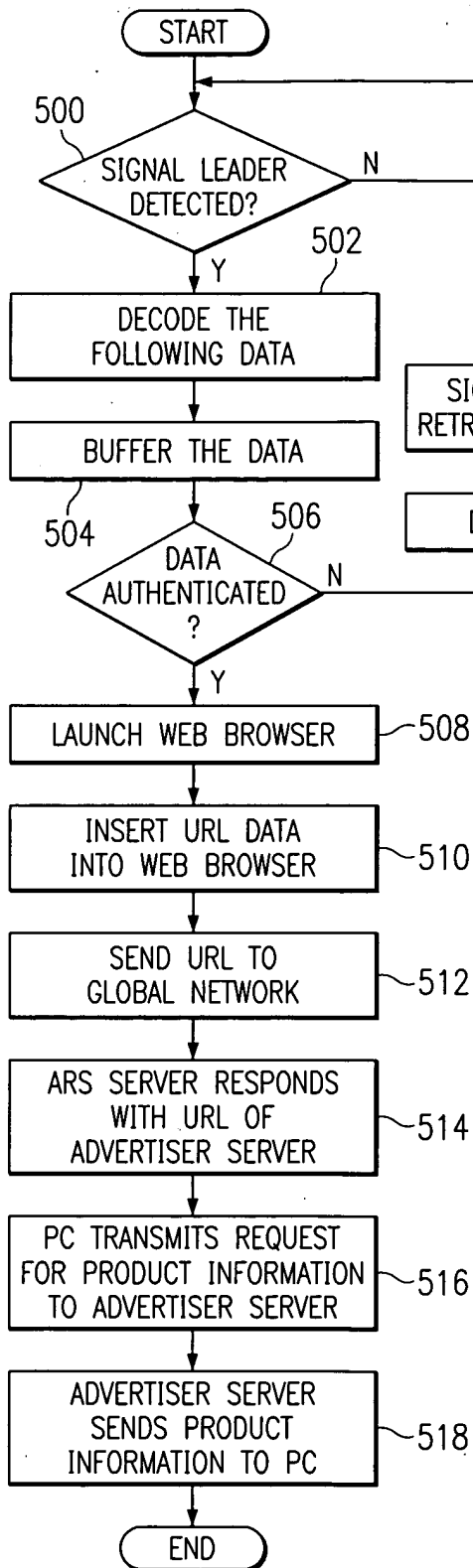


FIG. 5

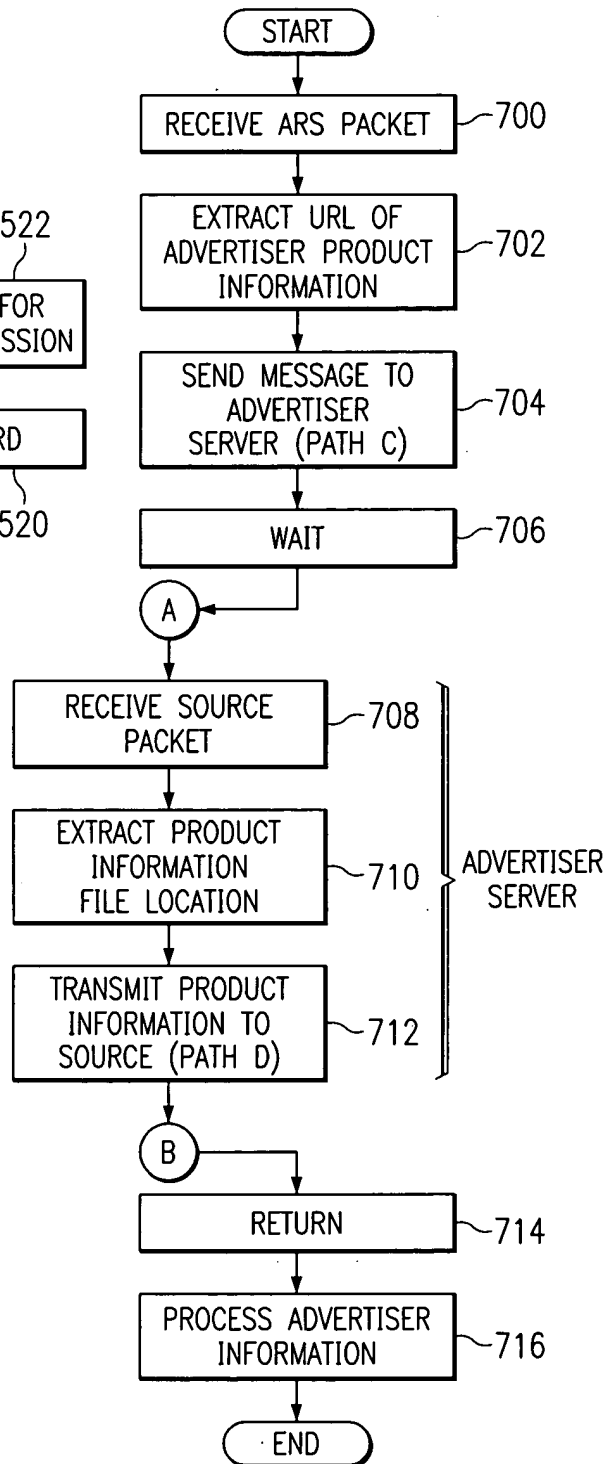


FIG. 7

4/14 DISPLAY

FIG. 8

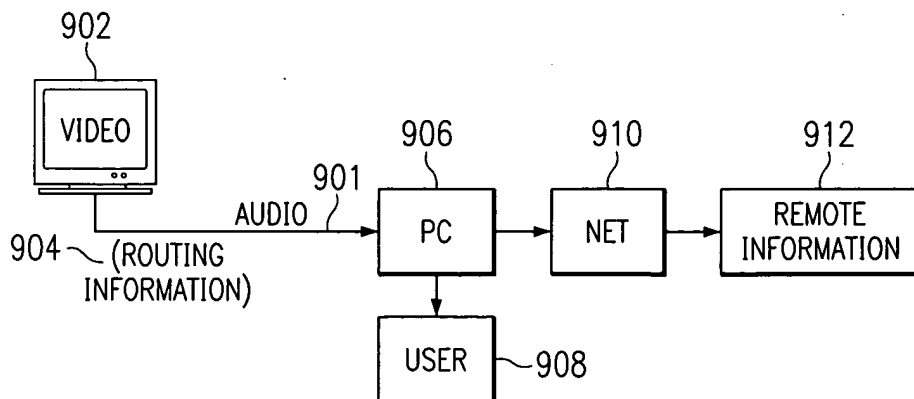
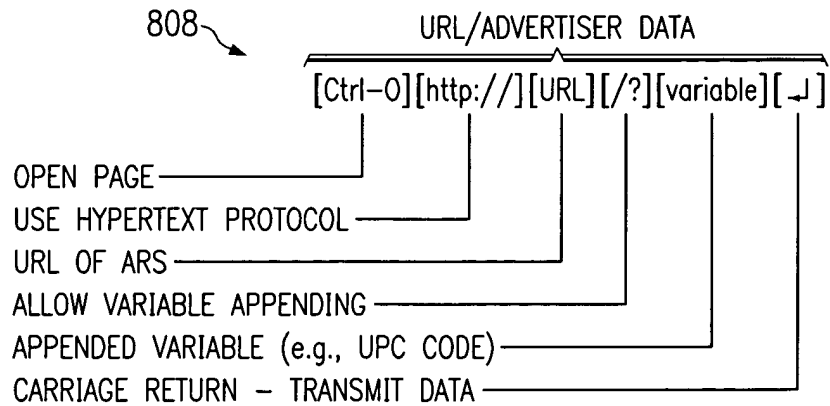
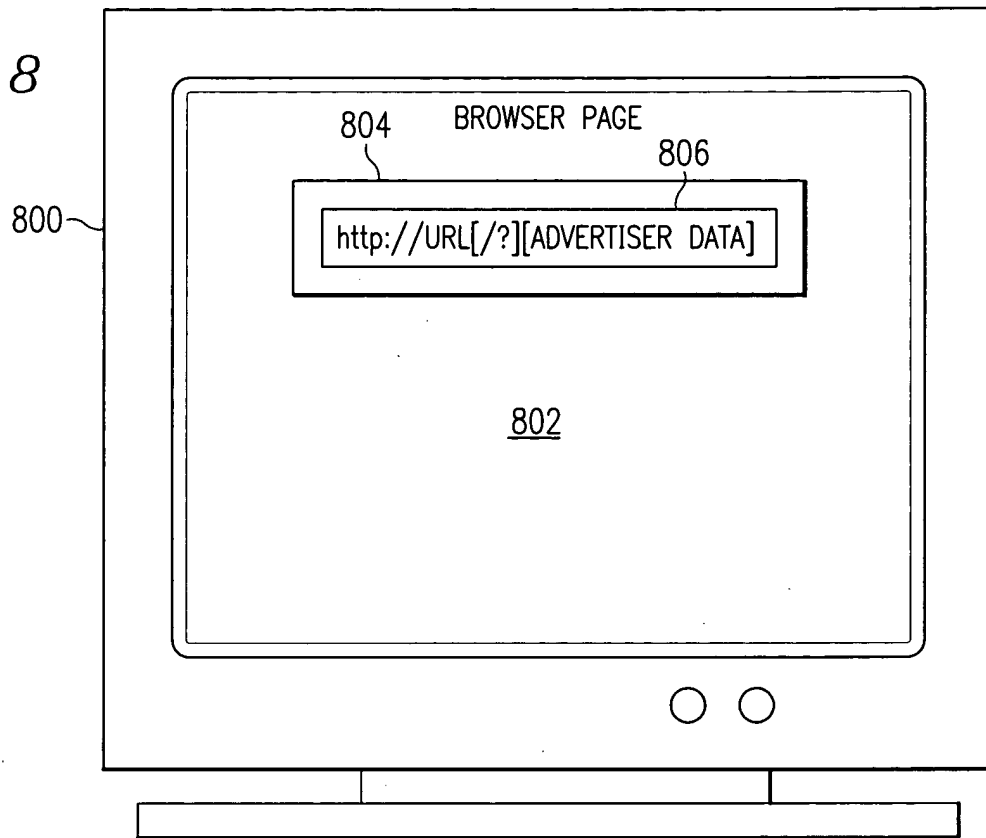
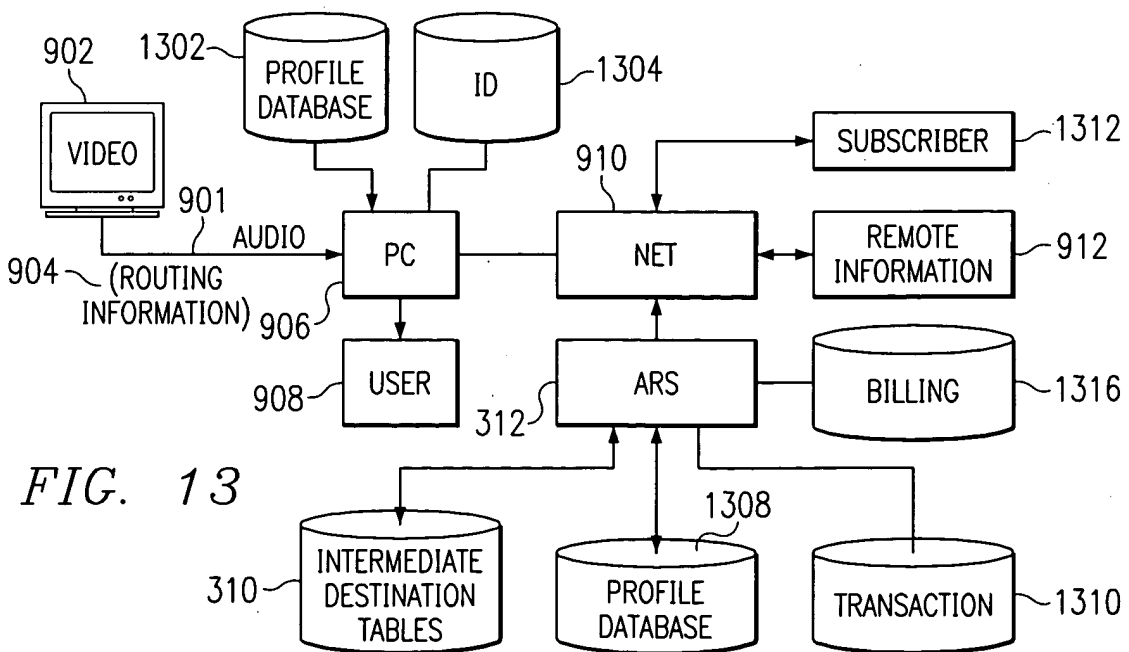
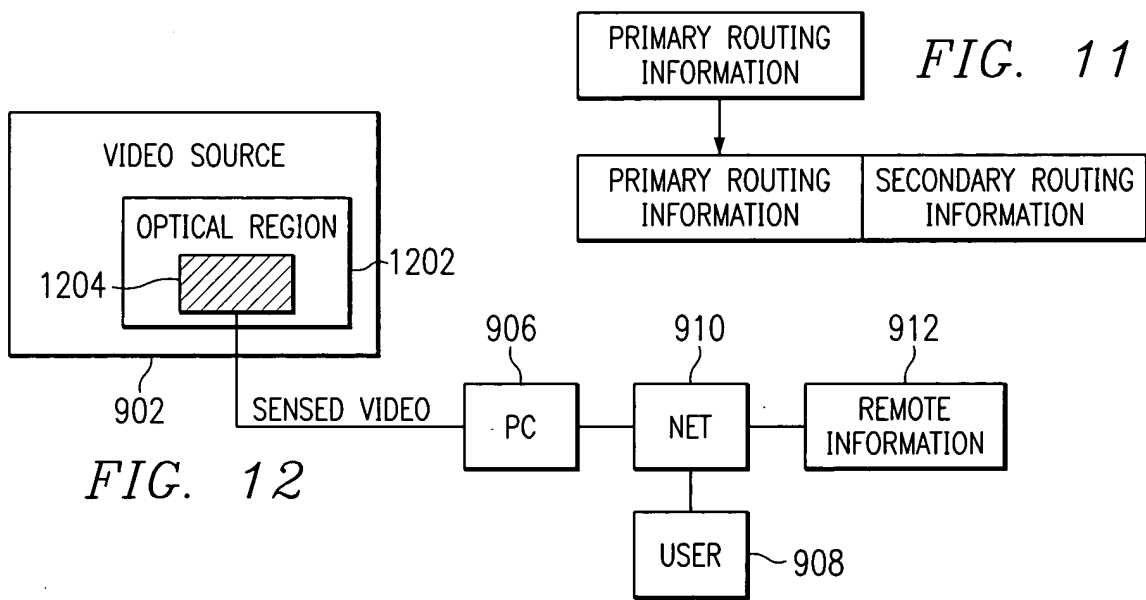
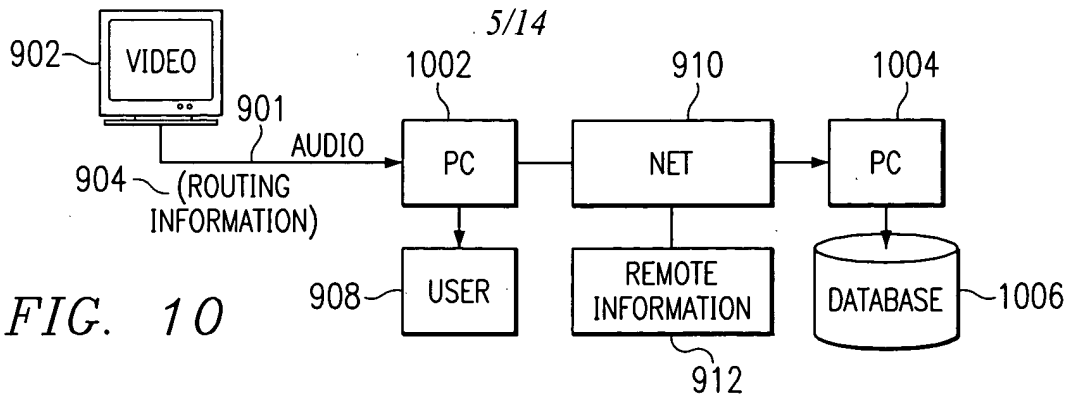


FIG. 9



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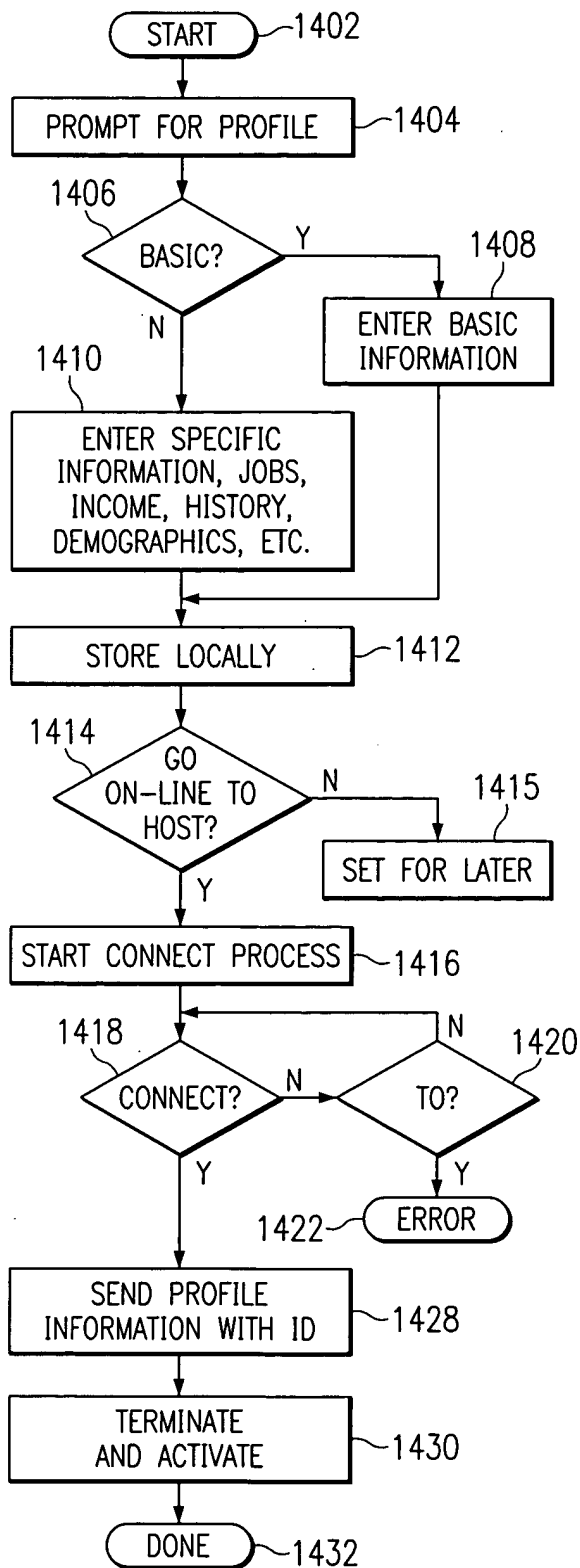


FIG. 14.

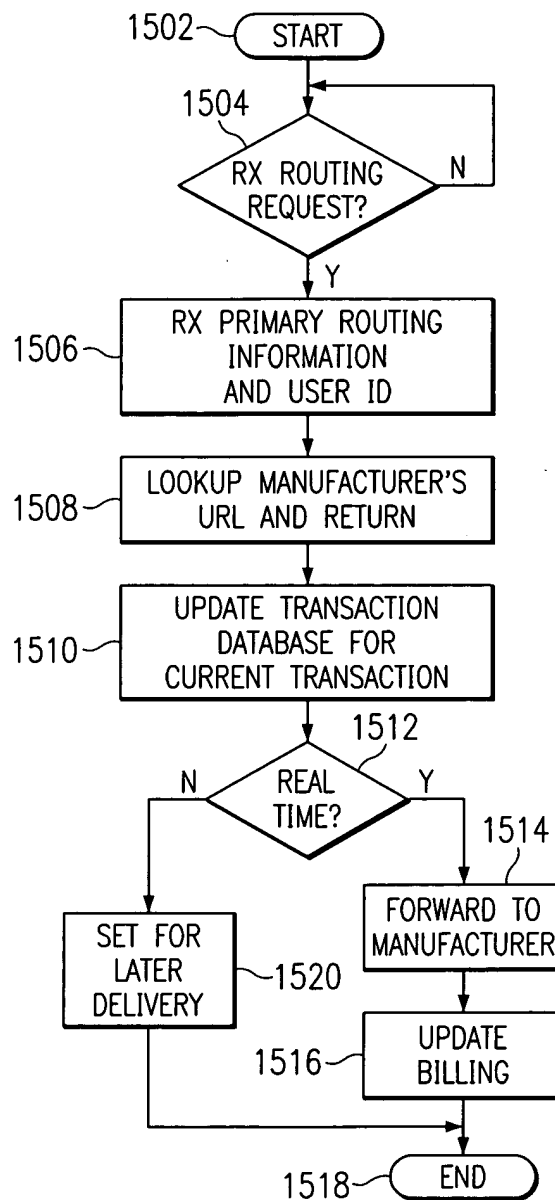
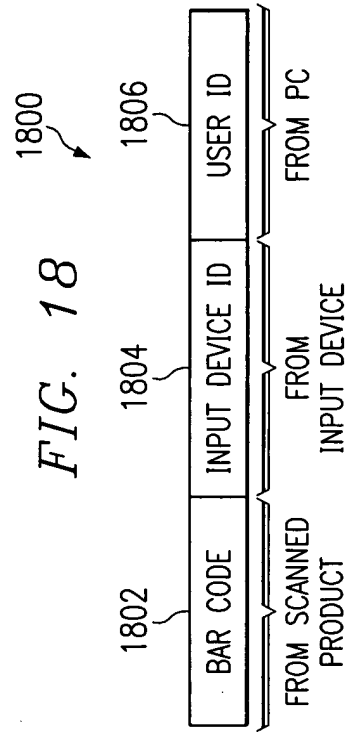
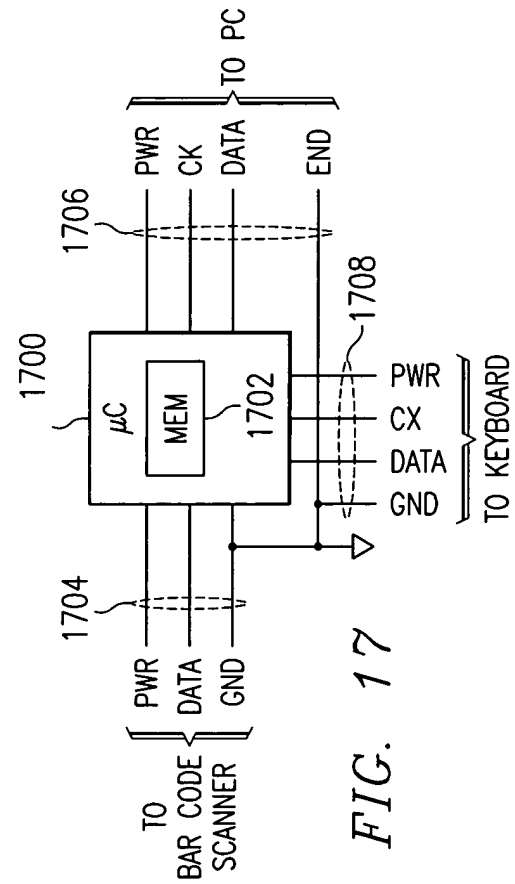
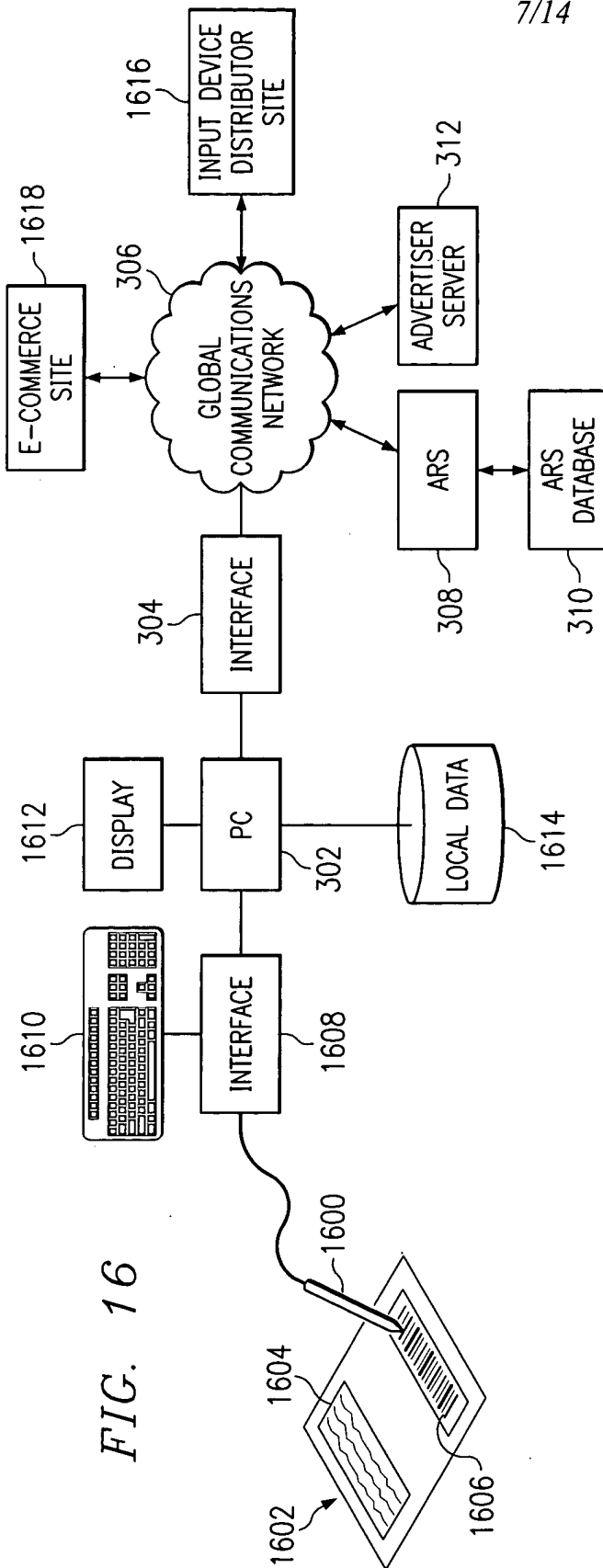


FIG. 15

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FIG. 19

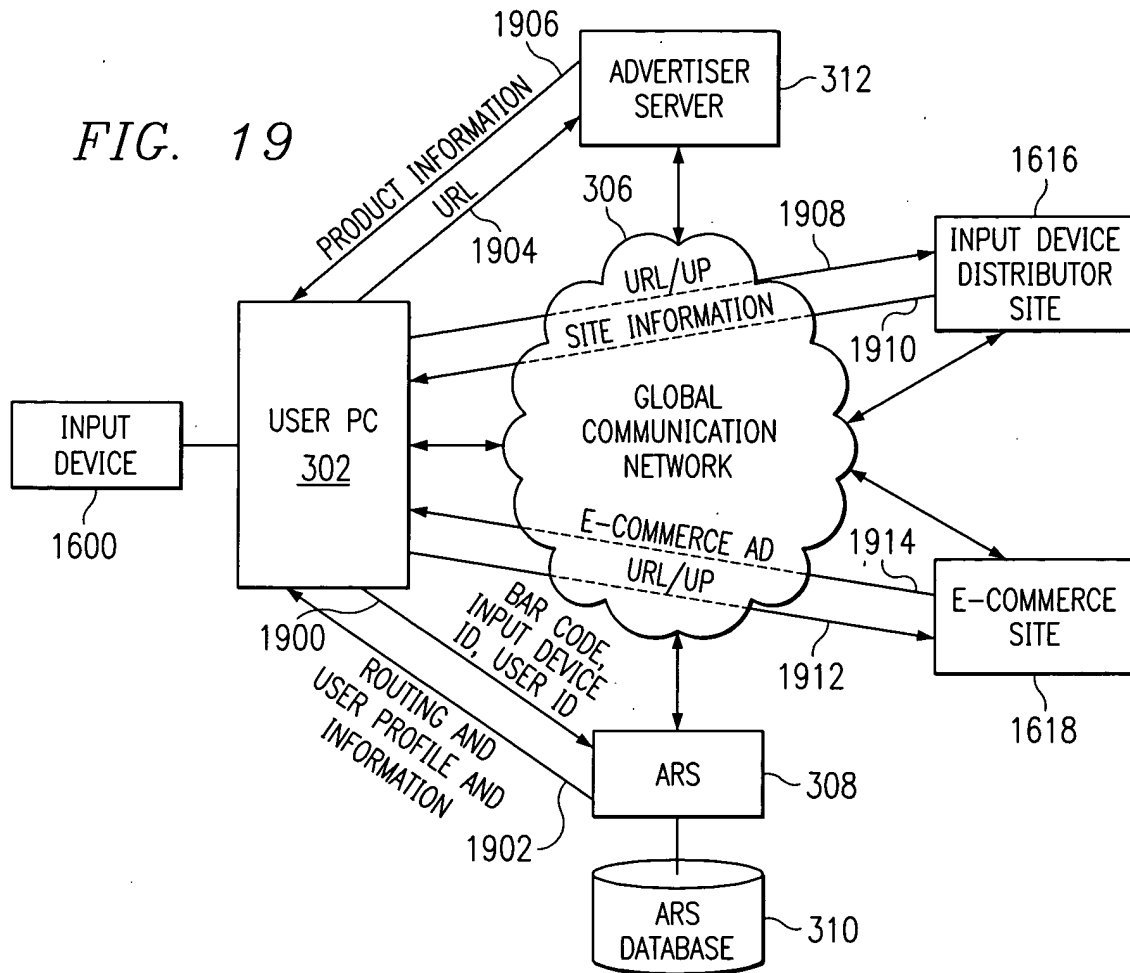


FIG. 20

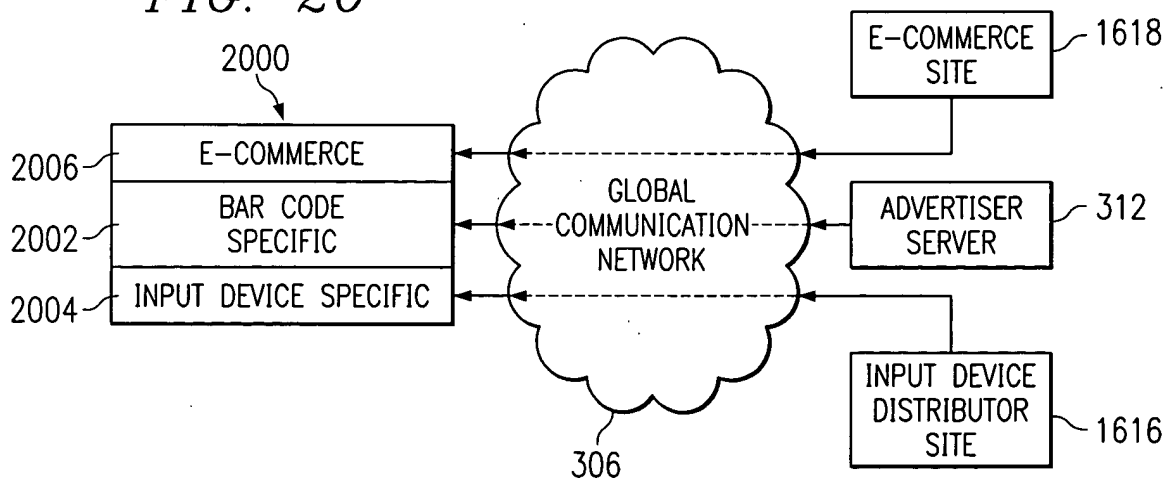


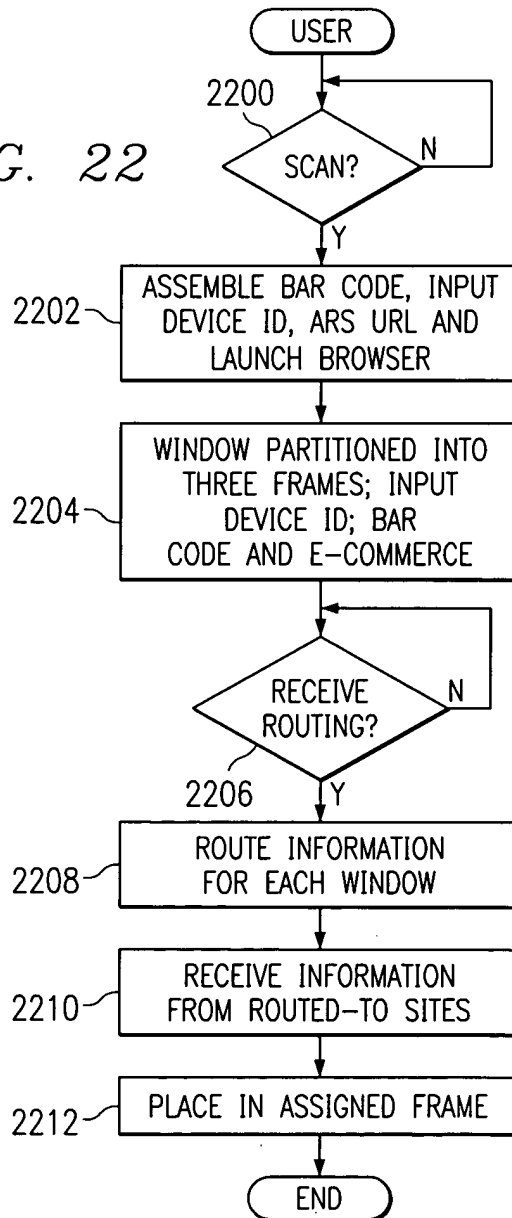
FIG. 21

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ARS DATABASE
2100

2102		2104		2106	2108	
PRODUCT		INPUT DEVICE		USER	E-COMMERCE	
BAR CODE	ROUTE	ID	DISTRIBUTOR	PROFILE	BAR CODE	INFORMATION

FIG. 22



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FIG. 23

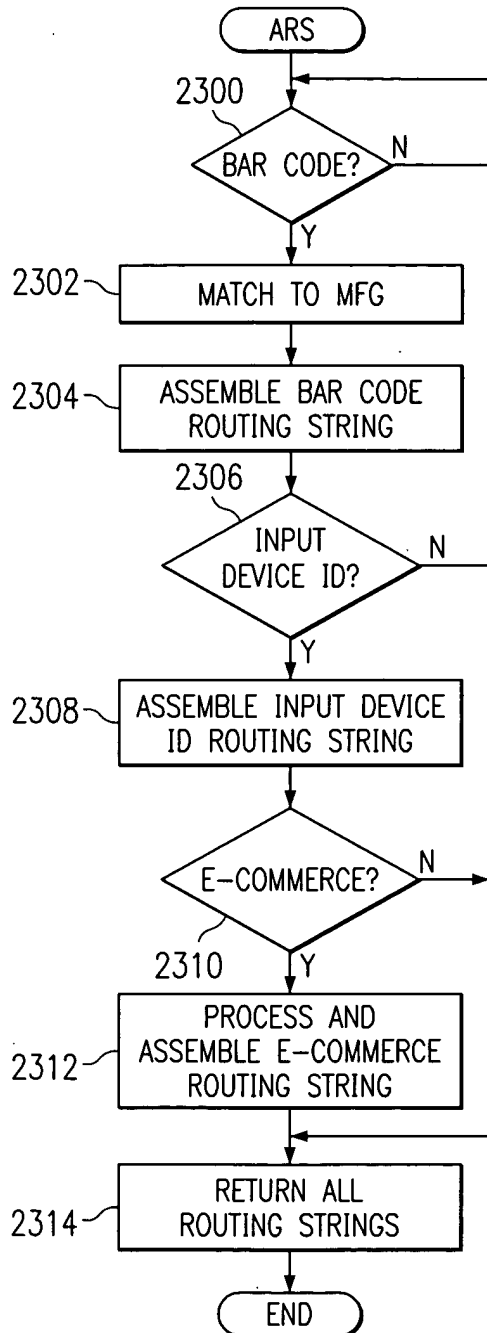
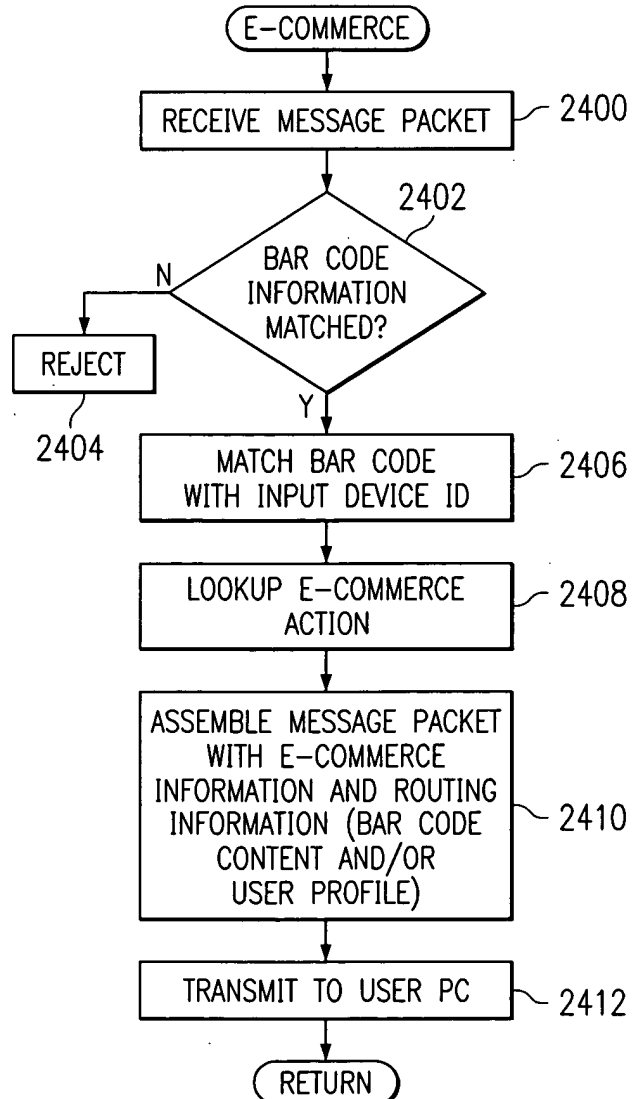
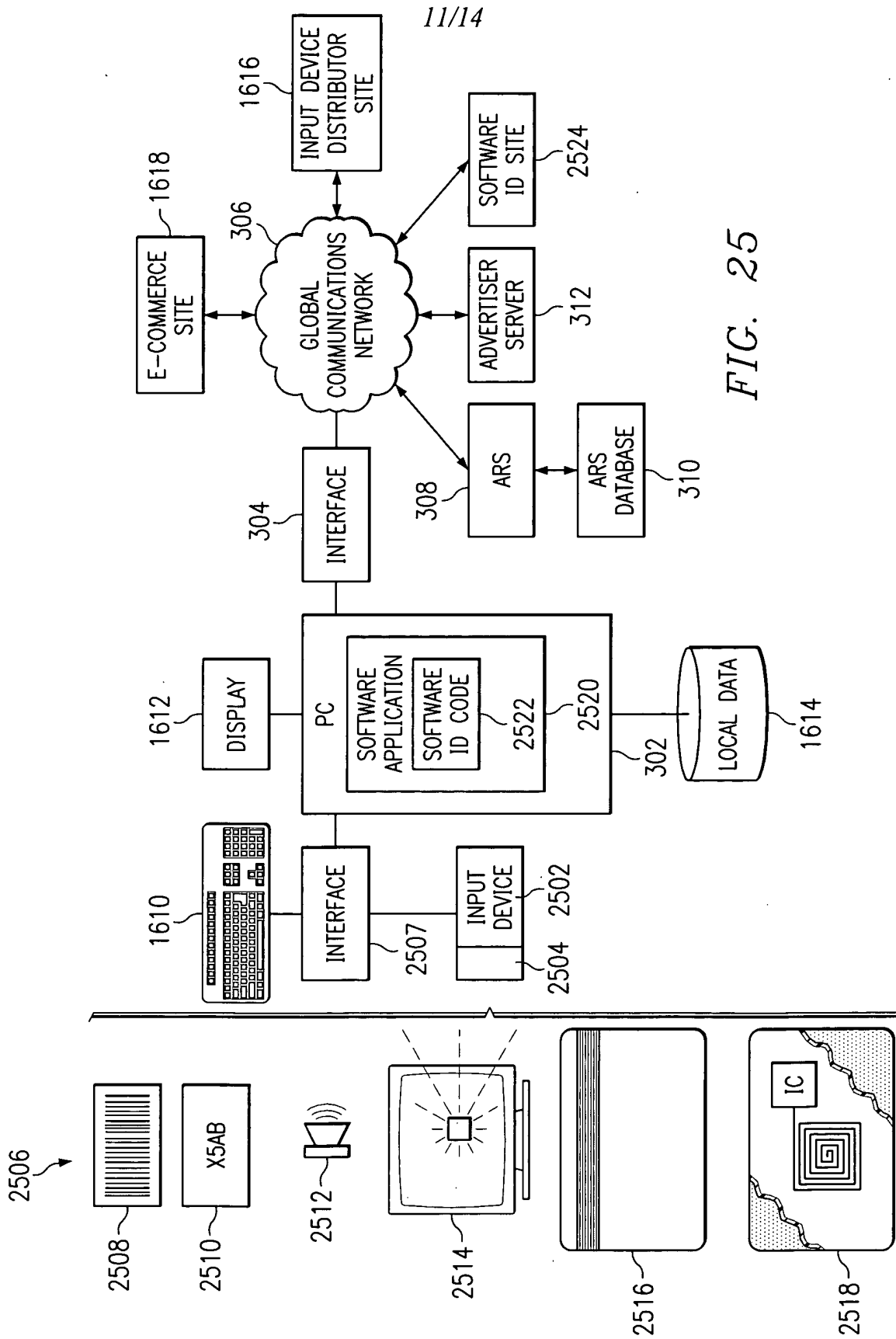


FIG. 24





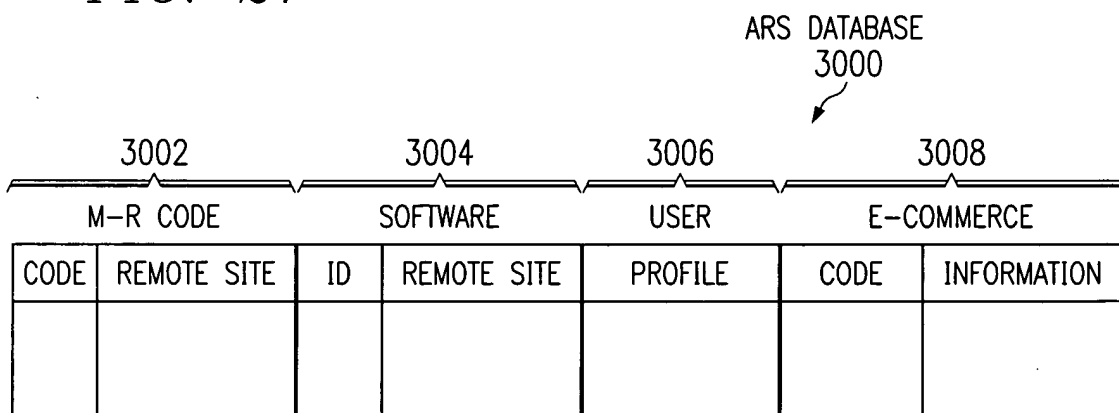
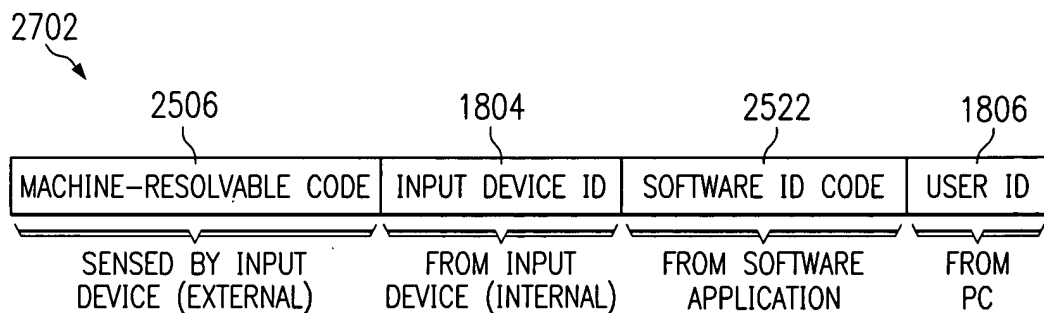
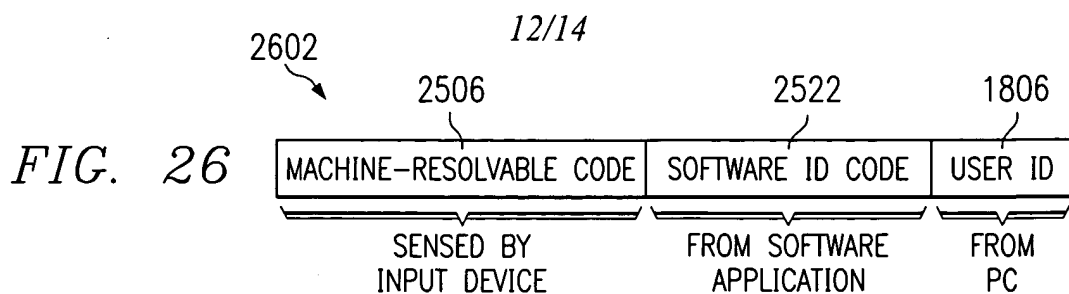
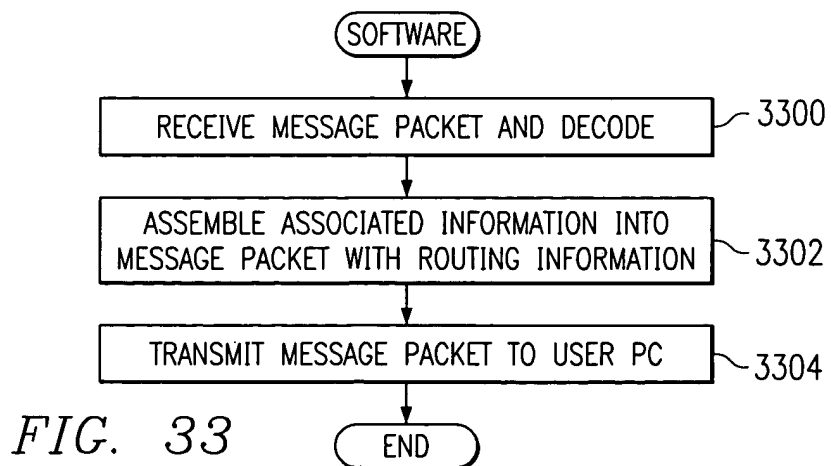
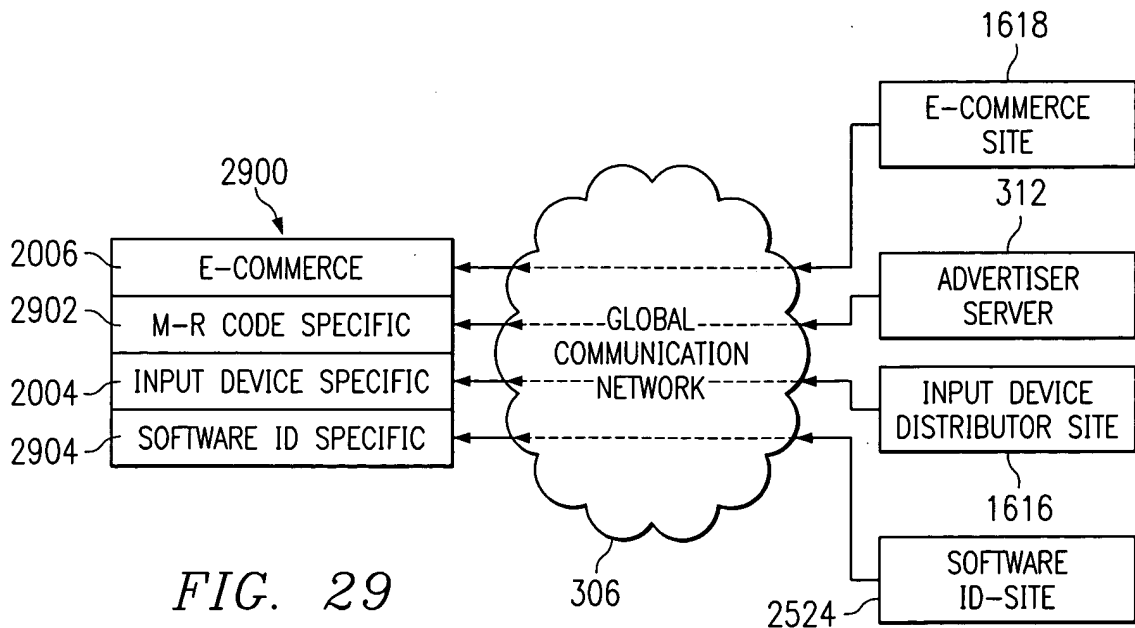
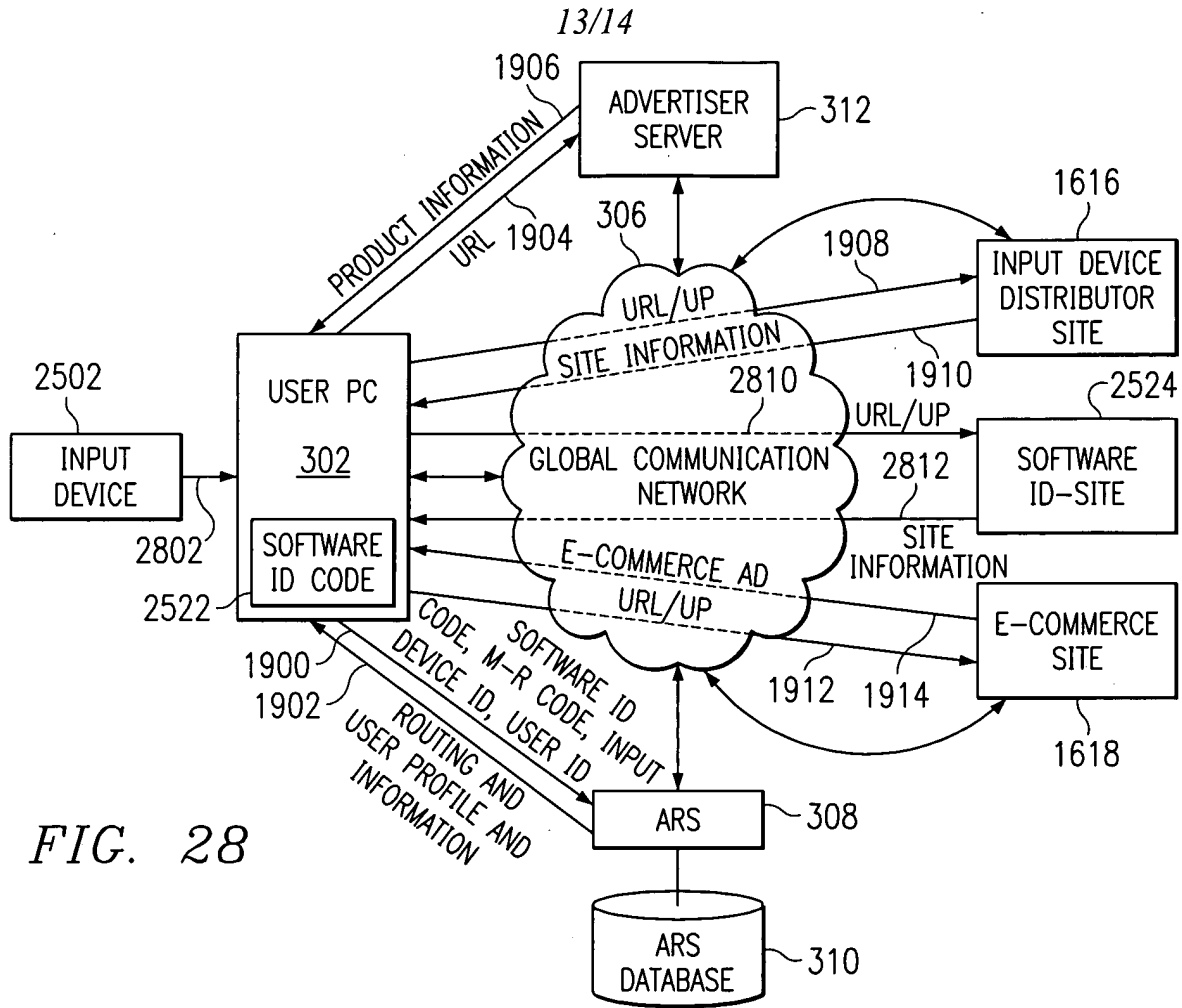


FIG. 30





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FIG. 31

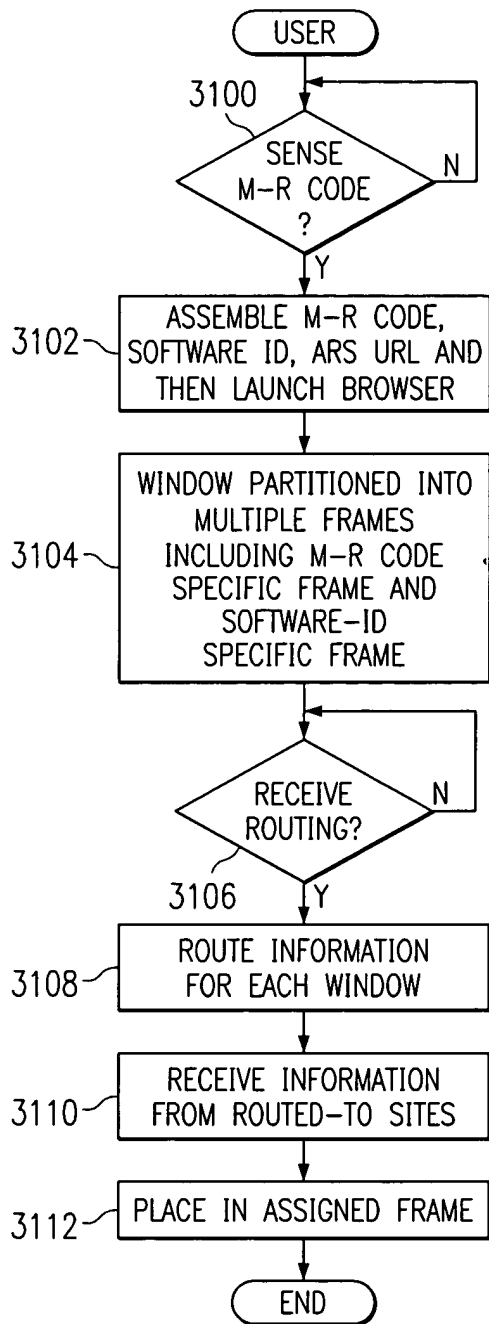


FIG. 32

